

Message Text

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FM AMCONSUL LENINGRAD

TO SECSTATE WASHDC 3426

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STATE PASS MOSCOW FOR ACTION

E.O. 11652: N/A

TAGS: BEXP, UR

SUBJ: MARKETING FOR CHEMISTRY 77

REF: (A) USDOC 13790, (B) MOSCOW 9238

1. VISIT OF DBR BILECKY TO LENINGRAD AUGUST 24-27 IN CONNECTION WITH FORTHCOMING INTERNATIONAL CHEMISTRY EXHIBITION IN MOSCOW PROVIDED EXCELLENT OPPORTUNITY TO EXPLORE FEASIBILITY OF PERSONAL CALL CAMPAIGN IN OUTLYING SOVIET CITIES IN CONNECTION WITH US EXHIBITION. LENINGRAD RESULTS WERE MIXED. THEY AGAIN CONFIRMED THAT EXTENSIVE BUREAUCRATIC OBSTACLE COURSE HAS TO BE OVERCOME IN THE SOVIET UNION TO SECURE APPOINTMENTS EVEN WHEN KEY MINISTRY IS INVOLVED, AND THAT, EVEN THEN, RESULTS ARE LIKELY TO BE LESS THAN PROMISED. OF FOUR REQUESTED APPOINTMENTS AT KEY LENINGRAD INSTITUTES, THREE UNDER JURISDICTION OF CHEMICAL INDUSTRY MINISTRY, A CO-SPONSOR OF MOSCOW EXHIBITION, ONLY ONE IN FACT MATERIALIZED. AT SAME TIME, LENINGRAD CHAMBER OF COMMERCE VISIT PROVIDED USEFUL LIGHT ON BUREAUCRATIC PROCEDURES TO BE FOLLOWED IN FUTURE AND RECONFIRMED LOCAL CHAMBER'S READINESS TO SERVE AS DISTRIBUTION POINT FOR COMMERCIAL INFORMATION MATERIALS RE FUTURE EXHIBITIONS/SEMINARS. INSTITUTE APPOINTMENT ALSO PROVIDED WORTHWHILE INFORMATION ON COMMERCIAL NEEDS OF IMPORTANT LOCAL INSTITUTION.

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2. DESPITE PRIOR USCO MOSCOW APPROACH TO SOVIET MINISTRY OF CHEMICAL INDUSTRY PROTOCOL CHIEF AND LATTER'S PROMISE TO HELP ARRANGE THREE APPOINTMENTS FOR DBR BILECKY WITH KEY LENINGRAD INSTITUTES UNDER MINISTRY'S JURISDICTION, ONLY POLYMER PLASTICS RESEARCH INSTITUTE APPOINTMENT ACTUALLY MATERIALIZED. ALTHOUGH ALL APPOINTMENTS IN QUESTION WERE ALSO RAISED IN ADVANCE

BY CONGEN WITH LENINGRAD DIPLOMATIC AGENCY AND LENINGRAD CHAMBER OF COMMERCE, CHAMGER'S DEPUTY DIRECTOR, EVGENIY ZHURALEV, SAID HE WAS UNABLE TO SET UP APPOINTMENTS WITHOUT PRIOR AUTHORIZATION OF MOSCOW CHAMBER WHICH IN TURN NEEDED SPECIFIC REQUEST FROM CONCERNED MOSCOW MINISTRY. ZHURALEV LISTED "CORRECT" BUREAUCRATIC PROCEDURE FOR FUTURE AS FOLLOWS: INTERESTED MINISTRY MUST AUTHORIZE VISIT OF DBR OR OTHER US OFFICIAL TO ITS FACTORY/RESEARCH AFFILIATE IN OUTLYING AREA, AFTER HAVING COORDINATED VISIT IN ADVANCE WITH DIRECTOR OF SUBSIDIARY UNIT. MINISTRY MMUST THEN FURNISH MOSCOW CHAMBER OF COMMERCE WITH NAMES OF ACCEPTING INSTITUTES/FACTORIES. THIS LIST IN TURN WILL BE FORWARDED BY MOSCOW CHAMBER TO LOCAL CHAMBER. ONLY THEN CAN LOCAL CHAMBER, ACTING UPON REQUEST BY CONGEN, MOVE TO SET UP PRECISE APPOINTMENTS FOR DBR OR OTHER OFFICIAL. AT THIS POINT, HOWEVER, LOCAL CHAMBER ALSO PREPARED TO SEND ALONG REPRESENTATIVE IF DESIRED.

3. CALL ON CHAMBER ALSO REAFFIRMED THAT CHAMBER CAN SUPPLY USEFUL SERVICES, BEYOND APPOINTMENTS, OF POSSIBLE INTEREST IN OUR COMMERCIAL PROGRAM. FOR EXAMPLE, CHAMBER CAN BE ENLISTED TO DISTRIBUTE U.S. COMMERCIAL LITERATURE TO APPROPRIATE FACTORIES/INSTITUTIONS WITHIN ITS JURISDICTION. ZHURALEV SAID THAT IF USG WILL FURNISH LIST OF SPECIFIC END USERS IT WISHES REACH IN LENINGRAD AREA, CHAMBER WILL TRY TO ENSURE THAT FURNISHED MATERIALS REACH REQUESTED END USERS. IF MATERIAL, BUT NOT SPECIFIC END USER LIST IS FURNISHED, CHAMBER WILL TAKE IT UPON THEMSELVES TO DISTRIBUTE U.S. SUPPLIED LITERATURE TO LIMITED OFFICIAL USE

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END USERS IN THEIR JURISDICTION AS THEY CONSIDER MOST USEFUL. CHAMBER ALSO CAN HELP WORK OUT ARRANGEMENTS FOR LOCAL TECHNICAL SEMINARS AND PROVIDE VERY GENERALIZED BACKGROUND INFORMATION ON POSSIBLE LOCAL INTEREST IN SEMINARS/EXHIBITIONS.

4. SUCCESSFUL CALL ON POLYMER PLASTIC RESEARCH INSTITUTE PROVIDED INTERESTING AND COMMERCIALLY VALUABLE INFORMATION ON INSTITUTE'S INTEREST IN US FIRMS REPRESENTED AT CHEMISTRY 77 FOR WHICH CONGEN HAD FURNISHED THEM PRIOR INFORMATION. INSTITUTE'S FIRST DEPUTY PRESIDENT, BORIS SAXHIN, ASSEMBLED A NUMBER OF HIS SECTION CHIEFS TO MEET BILCKY AND, ON BASIS INFORMATION ON HAND, PROVIDED GOOD DEAL OF HARD INFORMATION ON INSTITUTE'S INTERESTS AMONG US STANDS AT EXHIBITION. BILECKY'S PRESENCE ALSO WAS INVALUABLE IN PROVIDING SPECIFIC INFORMATION ON US FIRMS IN NUMBER OF SUBSIDIARY AREAS AND ON US PLANS FOR FUTURE EXHIBITIONS. IN ADDITION, CONGEN WAS ABLE TO MAKE POTENTIALLY USEFUL FIRST CALL ON INSTITUTE WITH WHICH IT WAS NOT PREVIOUSLY ACQUAINTED. NEUBERT

NOTE BY OC/T: NOT PASSED BY OC/T.

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